

ORDER



KSDK

Orders
Order / Rev: 723761
Alt Order #: 06386787
Product Desc: DCCC
Estimate: 2163
Flight Dates: 10/20/12 - 10/26/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Iss/ DCCC
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	20	\$37,185.00	\$31,607.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$37,185.00	\$31,607.25	0.00
Totals	20	\$37,185.00	\$31,607.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	37%	\$37,185.00
Market	100%	\$100,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	6%	\$6,030.00
KETC	0%	\$0.00
KMOV	31%	\$31,155.00
KNLC	0%	\$0.00
KPLR	4%	\$4,020.00
KTVI	22%	\$22,110.00
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/22/12	10/26/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NWS CH5-10P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			1			\$3,375.00		0.00			
2	KSDK	10/22/12	10/26/12	M-F 11-12P Today Show III	CM	11A-12P	MTWTF--	:30	1	\$615.00	P-1	0.00	NM	1	\$615.00

Advertiser:	Iss/ DCCC
Product Desc:	DCCC
Estimate:	2163

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$615.00		0.00			
3	KSDK	10/22/12	10/26/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	MTWTF--	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
SHOW ME ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$675.00		0.00			
4	KSDK	10/22/12	10/26/12	M-F 2-3p Dr. Oz	CM	2-3p	MTWTF--	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
DR. OZ<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$675.00		0.00			
5	KSDK	10/22/12	10/26/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	1	\$1,235.00	P-1	0.00	NM	1	\$1,235.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$1,235.00		0.00			
6	KSDK	10/22/12	10/26/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$2,800.00		0.00			
7	KSDK	10/22/12	10/26/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$1,350.00		0.00			
8	KSDK	10/22/12	10/26/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
WHEEL-FORTNE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$3,000.00		0.00			
9	KSDK	10/22/12	10/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$1,250.00		0.00			
10	KSDK	10/22/12	10/26/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$850.00		0.00			
11	KSDK	10/20/12	10/20/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
NWS CH5-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$2,700.00		0.00			
12	KSDK	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
SAT NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$1,800.00		0.00			
13	KSDK	10/20/12	10/20/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$1,475.00	P-1	0.00	NM	1	\$1,475.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$1,475.00		0.00			
14	KSDK	10/20/12	10/20/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
TODAY IN ST LOUIS															

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14	KSDK	10/20/12	10/20/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1			\$550.00		0.00			
15	KSDK	10/20/12	10/20/12	Sat Prime B Chicago Fire	CM	8-9P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1			\$900.00		0.00			
16	KSDK	10/20/12	10/20/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
NEWSCHANNEL 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1			\$1,125.00		0.00			
17	KSDK	10/21/12	10/21/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1			\$550.00		0.00			
18	KSDK	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1			\$1,125.00		0.00			
19	KSDK	10/21/12	10/21/12	NFL Regular Season Fo NFL Regular Season Football	CM	Various (7:15 PM-10:30 PM)	-----S	:30	1	\$10,125.00	P-1	0.00	NM	1	\$10,125.00
SUNDAY NIGHT FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1			\$10,125.00		0.00			
20	KSDK	10/21/12	10/21/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1			\$1,010.00		0.00			
													Totals	20	\$37,185.00